



## Marketing Plan Overview/November 2012

Seattle Channel is currently developing a strategic marketing plan that will outline a cross-platform promotional program for the station. Because our core mission is to foster an informed, active, and engaged community, the marketing plan will provide a roadmap for how we can better bring this vision to life, as well as leverage core audience loyalty and identify and attract new audiences.

We are currently working with Pyramid Communications, who will provide strategic recommendations to the marketing plan. Part of our work together will help us identify **where we are** in the current landscape, **where we're going** in the next five years, **why we're headed there**, and **how we'll do it**. The plan will also outline affordable marketing tactics that will help us achieve specific goals.

Our work to date has identified some key considerations for the plan, which we are in the midst of addressing. The following is an outline of these strategic considerations.

### Conduct a SWOT Analysis

We are currently identifying Seattle Channel's strengths, weaknesses, opportunities, and threats. This is a critical first step before we can set timely and achievable marketing goals and objectives.

### Identify a niche

A comparative analysis of the Seattle media landscape can help us identify where we sit in the market and what we can offer audiences that they aren't getting from other outlets that also aim to engage the public in a two-way conversation about Seattle's civic and cultural life.

### Strike a balance: awareness or action?

We will develop a marketing and promotional program that strikes the right balance between awareness and action. Given that we aim to create two-way communication between city government and its citizenry, our marketing efforts cannot end with awareness. We must inspire our audiences to join in the conversation. This may mean investing more heavily in affordable digital and social media initiatives, with less emphasis on traditional, "old" media efforts.

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### **Target new audiences**

Seattle is becoming increasingly diverse and our civic dialogue should reflect a wide range voices. Because our core audience tends to be older, white, mid- to upper-income, and lives north of the Ship Canal, we need to consider ways we can target and attract diverse audiences in central and south Seattle so they can be part of the conversation.

### **TACTICS**

The plan will include specific, affordable marketing tactics around:

- Digital and social media content
- Seattle Channel website, blogs, and email
- TV/On-air content and promotion
- Print media promotion
- Advertising
- Community and city partnerships